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Message Text

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PAGE 01 TEGUCI 03191 121606Z
ACTION ARA-14

INFO OCT-01 ISO-00 EB-07 /022 W
----------022345 122007Z /72
R 112044Z JUL 77
FM AMEMBASSY TEGUCIGALPA
TO USDOC WASHDC
INFO SECSTATE WASHDC 7165

UNCLAS TEGUCIGALPA 3191

E.O. 11652: N/A
TAGS: BEXP, HO
SUBJ: WTDR/FTI

REF: USDOC 11275

1. HONDURAS 2. CNTRY CODE: 215 3. SER. NO: 0022400

4. CASA QUINCHEON LEON, S.A. DE C.V.
(REQUESTED AS QUINCHEON LEON Y CIA.)

5. APARTADO POSTAL 85; 3 AVE. 501

6. TEGUCIGALPA, D.C., HONDURAS

7. ESTABL: 1922 8. EMPL: 57 9. SIZE: (19-X) LARGE

10. REPUTATION: (22-X) EXCELLENT

11. SELLS ITS PRODUCTS IN HONDURAS

12. RPT. DATE: 07/77

13A. 32913/1235 IMP, RET, AGT AND DIST OF ABRASIVES.
13B. 34294/1235 IMP, RET, AGT AND DIST OF BUILDERS HARDWARE.
13C. 35441/1235 IMP, RET, AGT AND DIST OF SPECIAL DIES, TOOLS
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AND FIXTURES.
13D. 35531/1235 IMP, RET, AGT AND DIST OF SAWMILL EQUIPMENT.
13E. 35613/1235 IMP, RET, AGT AND DIST OF DOMESTIC WATER PUMPS.
13F. 36410/1235 IMP, RET, AGT AND DIST OF ELECTRIC LIGHTING AND
WIRING EQUIPMENT.
13G. 32620/1235 IMP, RET, AGT AND DIST OF CHINA TABLEWARE.

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14. CONTACT: ARTURO LEON, TITLE: MANAGER

15. CABLE: QUINCHEON TEGUCIGALPA 16. TELEX: NA 17. TEL: 225171

18. FINANCIAL REFS: BANCO ATLANTIDA, S.A., 7 AVE. 5 CALLE, TEGUCIGALPA; BANCO DE LONDRES Y MONTREAL LTDO., 4 CALLE 5 AVE., TEGUCIGALPA.

19. TRADE REFS: THE STANLEY WORKS, INTERNATIONAL SALES DEPT., NEW BRITAIN, CONN. 06050; SQUARE D CO., DRAWER 888, PARK RIDGE, ILL. 60068; 3M COMPANY, 3M CENTER, P.O. BOX 33800, ST. PAUL, MINN. 55133.

20. AGENCY REP. OF SQUARE D COMPANY, DRAWER 888, PARK RIDGE, ILL. 60068, FOR ELECTRIC CONTROLS, ACQUIRED 1960; THE F.E. MYERS CO., DEPT. 277, ORANGE ST., ASHLAND, OHIO 44805, FOR WATER PUMPS, ACQUIRED 1940; GATES INTERAMERICA, 999 SOUTH BROADWAY, DENVER, COLORADO

80217, FOR TRANSMISSION EQUIPMENT, ACQUIRED 1955; 3M COMPANY, 3M CENTER, P.O. BOX 33800, ST. PAUL, MINN. 55133, FOR ABRASIVES AND PRESSURE SENSITIVE TAPE, ACQUIRED 1950; GERSON INTERNATIONAL CORP., P.O. BOX 565, FORT WAYNE, INDIANA 46801, FOR SAWMILL EQUIPMENT, ACQUIRED 1970; OWENS CORNING FIBERGLAS, 25 S.E. 2ND AVE., MIAMI, FLA. 33131, FOR INSULATING MATERIALS, ACQUIRED 1960.

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21. THIS FIRM OPERATES ONE OF THE OLDEST HARDWARE STORES IN TEGUCIGALPA. IT WAS ESTABLISHED BY MR. PABLO LEON, A CHINESE IMMIGRANT, IN 1900; UPON HIS DEATH HIS CHILDREN INHERITED HIS ESTATE. THE FIRM HAS A BASIC CAPITAL OF 2,188,000 LEMPIRAS (US$1.1 MILLION); 1976 SALES WERE ALMOST ONE MILLION DOLLARS. THE FIRM'S STOCKHOLDERS ARE ARTURO LEON CHANG, HUMBERTO LEON CHANG, JAVIER LEON CHANG, ALFREDO LEON CHANG, JORGE LEON CHANG, ALICIA LEON CHANG DE CASTRO, ANA ROSA LEON CHANG, AND LETICIA LEON CHANG DE LEON, ALL CHILDREN OF THE ORIGINAL OWNER, MR. PABLO LEON, AND ALL WELL KNOWN BUSINESSMEN. THE LEON FAMILY ALSO OWN A LARGE OFFICE BUILDING IN DOWNTOWN TEGUCIGALPA IN WHICH THEIR STORE IS LOCATED; AND HAVE INTERESTS IN BALFE (BALINERAS Y FERRETERIA, S.A. DE C.V.) IN TEGUCIGALPA, AND REVESA (REPUESTOS Y FERRETERIA, S.A.) IN SAN PEDRO SULA. THE FIRM'S FINANCES ARE SOUND AND OBLIGATIONS ARE MET PROMPTLY. THE POST CONSIDERS THE SUBJECT AN EXCELLENT TRADE CONTACT FOR U.S. FIRMS.

22. PREPARED BY: H. CASTILLO, APPROVED BY: M. KROMHOUT. BECKER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
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Copy: SINGLE
Sent Date: 11-Jul-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Drafter: n/a
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Errors: N/A
Expiration:
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From: TEGUCIGALPA
Handling Restrictions: n/a
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Original Previous Classification: n/a
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